

City of Eugene

**2015**

**State of the City Address  
and  
Administration of  
Oaths of Office**

Wednesday, January 7, 2015  
5:30 p.m.

Hult Center  
for the  
Performing Arts  
One Eugene Center



## Welcome!

We look ahead to 2015 with optimism, knowing that Eugene will continue to recover from the long recession and move forward energetically. Eugene is committed to building a sound economy that meets the needs of the people of our community. We base our work on the triple bottom line of economic prosperity, social equity and environmental stewardship. In doing so, we recognize the important role played by all of our community partners, volunteers and neighbors.



Eugene has identified and implemented economic development strategies that create more jobs and opportunity in fields such as advanced manufacturing, food, and educational technology. We've launched our Regional Accelerator and Innovation Network (RAIN) with funding from the legislature and the first cohorts of this initiative have graduated. Many of our commercial areas are reenergized and experiencing millions of dollars in investments in places like downtown, the Federal Courthouse area and Whiteaker. We're taking care of our infrastructure by repairing roads, expanding our airport, and building a new city hall. Our neighborhoods are well recognized and we hosted the 2014 Neighborhoods USA conference. Track Town USA has attracted scores of national and international track and field events to our city. Arts and culture contributed over \$45 million to our local economy.



In 2014, Eugene adopted a sick leave policy to ensure all people who work in Eugene can stay home when sick without loss of pay or jeopardizing the health of others. A new Veterans Clinic is being built to provide much needed health care close to home for those who have served our country. Pilot programs such as Opportunity Village and rest stops offer shelter for unhoused community members, and we've kicked off Operation 365 with the goal of housing one homeless vet for each day of 2015.

Eugene passed the first-in-the-nation Climate Ordinance to put into law our commitment to our Climate and Energy work plan. We passed a resolution to divest from fossil fuels and implemented a bag ban to reduce the number of plastic bags that find their way into our waste stream.

We've been a busy, productive, forward-looking city that has worked hard to provide great services. The Eugene Springfield Fire Department



merger is now complete, saving both cities thousands of dollars. Our library remains one of the best run and best used in the nation. We have a new recreational site for our young people - a state-of-the-art covered skate board park. We are acquiring the last piece of the Amazon Headwaters properties, and we continue to build our Rivers to Ridges trail.

Our budget outlook has improved but will continue to require innovative solutions and efficiencies that affect the level of services. We remain committed to working with the voters and all our partners to ensure Eugene is a well-run, special place to live and work.

Happy New Year!

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**I. WELCOME AND INTRODUCTIONS**

*Chris Pryor, City Council President*

**II. MUSICAL SELECTION**

**El Super Combo (Lane Community College)**

*Dalton Lott, Director*

“Au Privave”

*Charlie Parker, composer*

**III. ADMINISTRATION OF OATHS OF OFFICE**

*Chuck Crockett, Deputy City Recorder*

**Eugene City Council**

- Alan Zelenka, Ward 3
- George A. Poling, Ward 4
- Mike Clark, Ward 5
- Greg Evans, Ward 6

**Eugene Water & Electric Board**

- John H. Brown, Wards 4 and 5
- John Simpson, At-Large

**IV. AWARDS AND RECOGNITION**

*Mayor Kitty Piercy*

**Community Award**

- Regional Prosperity Economic Development  
Summit Team

### **Employee Recognition Awards**

- Eugene Springfield Fire Merger Team
- Neighborhoods USA Conference Team
- WJ Skatepark + Urban Plaza Team

## **V. 2015 BOLD STEPS AWARD**

*Finalists:*

- Cafe Yumm!
- Essex General Construction
- ThermoFisher Scientific

## **VI. MUSICAL SELECTION**

**El Super Combo**

“Ceora”

*Lee Morgan, composer*

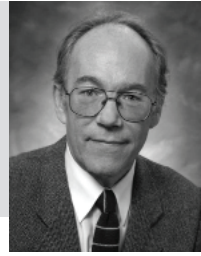
## **VII. STATE OF THE CITY ADDRESS**

*Mayor Kitty Piercy*

*Sign interpretation provided by Accessibility Northwest*

**George Brown**  
City Councilor  
Ward 1

**Committee Assignments**  
Budget Committee ♦ McKenzie Watershed Council  
Metropolitan Wastewater Management Commission



Last year was very busy, and the City Council:

- Banned the use of neonicotinoids, a common pesticide harmful to humans and pollinators, on all City property, including parks.
- Passed a Climate Recovery ordinance.
- Passed a Paid Sick Leave ordinance that requires that every worker in Eugene have the ability to earn paid time-off from work to deal with personal and family health problems.
- Approved the trial reconfiguration of S. Willamette St. from 4 to 3 lanes in an effort to calm traffic, reduce collisions and improve safety for pedestrians and bicyclers.
- Unwisely chose to tear down City Hall rather than to seismically upgrade, remodel and expand the existing structure.
- Wisely declined to impose a City tax on marijuana.
- Approved the creation on County land of a new 30-person rest stop for the unhoused.
- Acquired the remaining parcels of land to fully protect the Amazon headwaters.

Some important issues will be decided in 2015:

- Council will work to develop Baltimore-style Safe Demolition regulations that will protect residents (especially children) from the harmful effects of exposure to toxic lead dust and particulate matter that is generated at building demolition sites.
- Council will create a new Multiple Unit Property Tax Exemption Ordinance. Hopefully, the new MUPTE will require tangible, on-the-ground public benefits and encourage housing that is attractive to workforce families. Current proposals do not do this and seem destined to enable even more high-end market rate units that the 60% of Eugeniens who are rent-burdened (paying more than 30% of their income on housing) will never be able to afford. Our final ordinance needs to be good enough to gain wide public support, and it should be referred to the ballot for voter approval in order to validate that support.
- Council seems set to approve Manager's and staff's recommendation to expand the Urban Growth Boundary for industrial uses between Highway 99 and the Airport, thereby eliminating 900 acres of irreplaceable, highly productive Class 1 and Class 2 soils. This general area (97402 zip code) is already home to 99% of the City's entire toxic air emissions detailed by the Toxics-Right-To-Know program. To replace our highest quality soils with even more toxic air emissions will keep us from our goal of local food security and will further degrade the area's air quality, increasing the very real health risks to nearby neighbors, school children and park visitors.
- And finally, we will work with 4J, Civic Alliance, Kidsports, and Friends of Civic Stadium to preserve and greatly improve this wonderful legacy as an active public space for family recreation.



**Betty Taylor**  
City Councilor  
Ward 2

**Committee Assignments**

Budget Committee ♦ Intergovernmental Relations Committee  
Lane Workforce Partnership Board, Executive Committee

The best thing that happened during the last year was the purchase of the Amazon Headwaters land. It is no longer at risk of development. This is a huge victory for water quality, air quality, wildlife, educators who use the area as an outdoor classroom and all current and future residents who use it for recreation. So many people have worked for this outcome for so long. Finally, it happened, thanks to City Manager Ruiz, Mayor Piercy, city councilors (all of whom voted for it), Southeast Neighborhood Association past president Kevin Matthews and current president Heather Sielicki, Deborah and Peter Noble, and countless residents from all parts of Eugene.

Another positive achievement, though the outcome isn't certain yet, is the effort to save Civic Stadium. Like preservation of the Headwaters, this will be a gift to future generations.

Passage of the sick leave ordinance is another important accomplishment of the City Council.

On the negative side, City Hall is being demolished.

I continue to hope for:

- A living wage ordinance
- An end to tax exemptions for developers
- Continuation and expansion of the free parking zone
- A Youth Center downtown

*Councilor Taylor also serves on the National League of Cities Board and University Communities Council Steering Committee.*

**Alan Zelenka**

City Councilor

Ward 3

**Committee Assignments**

Budget Committee ♦ Sustainability Commission

Metropolitan Policy Committee

Of the many things Council accomplished this year, two were particularly significant - paid sick leave and the climate recovery ordinance. I worked particularly hard to pass both of these ordinances, and both will have a profound impact on our community, making it a better place to live.

The paid sick leave ordinance will grant this basic benefit to about 25,000 workers in Eugene. It is a benefit that all but a few countries on the planet provide their citizens. No longer will the high school student who testified at Council have to miss school to take care of his sick kid sister because his parents had no paid sick leave. Nor will the mom who spoke to Council have to choose between getting fired or staying home with her sick child. For many of these people, losing even one day of pay is 20% of their week's wages, and means the difference between being able to provide their family with groceries, rent or needed medicine. These are the people who are one sick child away from being fired. This is a family-friendly and worker-friendly ordinance that will enhance our community's health, increase our productivity, and is very doable and affordable.

With the Climate Recovery Ordinance we have the opportunity to act locally to combat climate change. The impacts of climate change are real, are happening now, and are happening faster than originally predicted. If we fail to act, the impacts of climate change will be profound and very expensive. Dealing with climate change is one of the most important and defining issues of our time. Fortunately, Eugenians get it. In a recent survey, 75% agreed that climate change requires much stronger regulations of greenhouse gas emissions. We have an obligation to ourselves and to our children to act, and not to burden our children with the immense cost of climate change. So, while congress dithers, we have a chance to do something here locally. We have an opportunity to show leadership, put our goals into law, and show that our children matter and that their voice matters. We will be the first city in the country to put our carbon reduction goals into law, and require a plan to ensure that we meet those goals.



**George Poling**

City Councilor

Ward 4

**Committee Assignments**

Budget Committee ♦ Intergovernmental Relations  
Committee ♦ Travel Lane County Executive Committee  
and Board ♦ Public Safety Coordinating Council  
Lane Transit District/EmX Steering Committee



**What does service on the Eugene City Council mean to you?**

Serving on the Eugene City Council gives me the opportunity to represent the citizens who elected me and are often never heard from, as well as take part in the decision-making process of the City's policies that affect all the citizens of Eugene, now and in the future.

**What are the top 2 – 3 issues our community faces?**

The three top issues I see our community facing are all intertwined and can help make Eugene the best city to live, work, and raise a family. They are: developing a sustainable city budget; completing the Envision Eugene process, to include the necessary and responsible expansion of our Urban Growth Boundary to meet our future residential, commercial and industrial demands; and working with our regional partners on a strong economic development strategy that will help grow good paying jobs for our citizens.

**What did we accomplish in 2014 that you would like Eugene residents to know about?**

After decades long discussions, we are finally moving forward with the construction of a new, more welcoming City Hall.

**What are you looking forward to in 2015?**

Limited space prohibits me from listing all that I look forward to in 2015. Whatever the issues are that come before the Council, I will address them in a fair and common sense manner.



**Mike Clark**  
City Councilor  
Ward 5

**Committee Assignments**  
Budget Committee ♦ Police Commission  
Intergovernmental Relations Committee, Chair  
Lane Council of Governments Lane Economic Committee

### **What does service on the Eugene City Council mean to you?**

It is an honor to serve my neighbors, friends, and the people of our community on the Eugene City Council. I try to remember that the chair I sit in at the council table doesn't belong to me. It belongs to the folks who live in Ward 5. They're just letting me sit in it for a while. And I know that they expect that I'll use my time in that chair to do things that make life better for them and the whole community.

### **What are the top 2 – 3 issues our community faces?**

Job creation, infrastructure maintenance, parks development and maintenance. I believe we need a Eugene-specific plan for more robust job creation that also reflects where we fit in the larger regional plan. We need to be clearer about our role and how Eugene will be accountable for economic development. While we've done a good job with road repair in the last couple years, there is still much to do to preserve and enhance public infrastructure assets. We need to focus on effective long-term planning. We also need a more effective plan for long-term care of our beloved city park system.

### **What are you looking forward to in 2015?**

I'm looking forward to completing the work of Envision Eugene in 2015. It's high time we had this base level work done so we can move on to applying our decisions to the other important parts of planning for a more successful city.

**Greg Evans**  
City Councilor  
Ward 6

**Committee Assignments**  
Budget Committee ♦ Human Rights Commission  
Human Services Commission



**What does service on the Eugene City Council mean to you?**

I am honored to represent my neighbors and friends as a Eugene City Councilor. I have committed and dedicated my personal and professional life to public service. The Eugene City Council is one of the most important vehicles for creating and shaping the values and principles that makes this community a great place to live, work and raise our families.

**What are the top 2 – 3 issues our community faces?**

I believe the top three issues our community faces are: developing a robust diversified economy; maintaining a high level of municipal service delivery for our citizens; and having a community that honors diversity and promotes equity for all.

Eugene continues to work toward building a strong economy that creates family wage jobs and promotes the development and growth of new and existing businesses. I am concerned that we have an economy that provides career opportunities for our young people. We must retain as much of our highly educated and qualified workforce as possible.

We are blessed to have a tremendous staff of professionals working for the City of Eugene. We need to continue to provide our City staff with the resources and support that grows their capacities to serve our community. Maintaining a high quality staff is essential to having the best service delivery system for our community.

Eugene faces many of the same challenges that other communities across America have in creating a city that honors and recognizes people from all walks of life for the knowledge, skills and abilities they possess that make all of us better. We have a strong human rights program that builds on the compassion and empathy that many in our community have for those who are less fortunate among us. There are no easy or simple answers to address some of the critical issues facing people who are un-housed and who are discriminated against. I believe we are a city that is committed to working toward solutions for all concerned.

**What did we accomplish in 2014 that you would like Eugene residents to know about?**

The Bethel community is working on developing a plan for economic redevelopment. We are looking at creating a bold new vision for the revitalization of the Hwy 99 corridor. This vision builds on the strengths of our community which includes a robust Bethel School District, plans for a new YMCA, and continued new business growth. We look forward to leveraging our burgeoning food and beverage industry and repurposing other critical assets to meet our community goals.

**What are you looking forward to in 2015?**

I believe that we will continue to face challenges with regard to repairing and replacing aging infrastructure. Eugene has made significant progress in addressing some of our transportation infrastructure needs; however, we still have a backlog of street improvements that need to be funded in the not-too-distant future. We will also need to invest in our public safety assets to maintain and retain a high-level of service delivery.

**Claire Syrett**  
2014 City Council Vice President  
Ward 7

**Committee Assignments**  
Budget Committee ♦ Human Services Commission  
Lane Regional Air Protection Agency ♦ Police Commission



As I reflect on both the accomplishments achieved and the challenges faced by our city in 2014, I feel that Eugene can be proud of our record this past year. Personally, I can point to the historic passage of Eugene's earned paid sick time ordinance as a landmark achievement for my own goals as an elected leader and for our city's workers. With the adoption of this important law, Eugene became the smallest city in the nation to adopt such a progressive and beneficial policy and laid down a marker for what it means to be a leader in protecting public health and working families. Eugene's ordinance will help workers stay healthy and financially whole while improving productivity and stability in the workplace. It is a signature achievement we can build upon as we continue to help working families achieve greater economic parity and strengthen our middle class.

Even as we celebrate our accomplishments we must continue the important work of helping those who struggle with homelessness. I am grateful that Mayor Piercy has made this a priority by serving on the newly formed Poverty and Homelessness Board that includes Lane County and the City of Springfield. Through this board and other initiatives, Eugene's Mayor and City Manager have already helped direct more resources and energy towards increasing our region's emergency, transitional and permanent supportive housing capacity so that we can get more people off the streets and into stable, safe housing. This is in addition to the many programs we already support with thousands of dollars in general funds and community development grants.

Of course, there are still many other important issues to be addressed and causes to champion, including establishing a railroad quiet zone, promoting economic development and community planning in the underserved parts of our city, especially within Ward 7, and continuing to seek stable funding for our parks, libraries and neighborhood services. I look forward to working with my fellow city councilors on these and other initiatives in 2015 and beyond.



**Chris Pryor**  
2014 City Council President  
Ward 8

**Committee Assignments**  
Budget Committee ♦ Housing Policy Board ♦  
Lane Council of Governments

**What does service on the Eugene City Council mean to you?**

2015 will begin my 10th year as a City Councilor, and encompass 20 years of elected service to the community. This gives me the opportunity to look at what has happened over the past year and put it in perspective with where we have been and where we are going. It's not enough to make decisions that just impact our people, our economy, and our environment in the short term. We have to think of our service as doing the best we can for the long haul. In an age of instant gratification it can be challenging to face choices between what will satisfy us today and what will fulfill us tomorrow. My service means finding the balance between those interests and seeking decisions that can accommodate both.

**What are the top 2 - 3 issues our community faces?**

The City's goals focus on happiness for its people, prosperity for its economy, and quality and sustainability for its physical place. I can't think of any better goals to pursue, but they require specific strategies to become reality. For our people, we need to achieve greater levels of security, equality, and connection. We want to be a part of a community that cares about itself and its people, and we need to continue to find ways to facilitate that. For our economy, we need to pursue stronger, more focused efforts to stimulate business growth and employment opportunities. We need to grow the kind of businesses that support self-sufficiency for our families. For our physical place, we need to focus on enhancing the success we've already achieved in creating one of the most desirable places to live in the state. Continue to rebuild downtown, continue to rebuild our streets, continue to invest in our parks, libraries, and culture.

**What was accomplished in 2014 that you would like people to know about?**

I believe Eugene has finally reached a place where its operational needs and revenue projections are in line with reality. After several years of agonizing cuts and reallocations, we achieved a status quo that is sustainable for the long term. We are exploring appropriate revenue options for specific needs, such as libraries and parks - not in the old pattern of outlining vague needs, but in a new structure of providing specific lists of projects and accountable structures for achieving results.

The decisions around City Hall, as contentious as they have been, reflect a process that only happens once in a generation. That we have successfully started the first phase of a new City Hall is remarkable and something we have talked about for 20 years. I am honored to serve on the City Council that turned talk into reality and made a new City Hall possible for the next 100 years.

**What are you looking forward to in 2015?**

What do we all want in the coming year? A community that continues to get going and stay engaged. I want to continue to rebuild downtown and to improve the economic and employment picture for our people. I want to continue to maintain the quality of life we value so greatly. What I look forward to in 2015 is the opening chapter in what will be the legacy of 2016 and beyond. Our future isn't measured in one year; it's measured in our will to do what's needed into the next 100 years. In short, I will work on every decision today, with a mind toward what that means for our future.



## Greetings!

Sometimes we are tested, not to show our weaknesses, but to discover our strengths. The past six years have had just such an effect as the recession washed through our community. We have been confronted with challenging and sometimes agonizing decisions. Demand for City services increased as many of our neighbors struggled with the floundering economy. Through it all, City employees worked hard to minimize impacts on programs and services while continually adapting to a changing fiscal environment. It has not been easy. We are a leaner

organization to be sure; but we are also more focused and purposeful, and functioning at an unprecedented level.

The hard work continues to pay off and our collective strength has enabled us to positively influence the community in many ways. A small sample of achievements from this past year includes: the completion of the Eugene Springfield Fire Department merger, resulting in financial savings and a more robust response system that better protects our communities; the opening of the award-winning WJ Skatepark + Urban Plaza, turning Washington Jefferson Park into a vibrant cornerstone of Eugene's revitalized urban center; the start of a \$17 million terminal expansion at the Eugene Airport as passenger traffic continues at a record pace; and the additions of a new Resident Company and Broadway promoter to the Hult Center, enriching performing arts and contributing to the economic prosperity of downtown businesses. Award-winning library services and improvements to over 30 lane-miles of streets are ongoing hallmarks of our service. We are fortunate to have a talented corps of City employees who continually strive for excellence.

Eugene is full of "possibility thinkers" who, working alongside City staff, tackle complex issues. Creative, compassionate community members enabled the opening of Opportunity Village Eugene, a nationally recognized transitional housing facility for homeless individuals and couples, as well as the development of City-sanctioned rest stops that allow 80 homeless individuals to move off the street and into safe, short-term emergency transitional shelter. Envision Eugene, our award-winning 21st Century urban growth blueprint for Eugene, is tirelessly guided by a resource group of committed citizens. The 15th Night Initiative for ending youth homelessness has been the work of vested community members endeavoring to prevent youth from falling prey to the dangers of street life. City staff works professionally, expertly and patiently in support of Eugene's civic energy.

In 2015, economic prosperity, Downtown and EWEB riverfront redevelopment, and Operation 365 to end veteran homelessness are just a few of the many initiatives that will continue to be at the forefront of our work. We will always value innovation, sustainability, stewardship, inclusion and collaboration. We are training our eyes forward, gaining strength through the tests we encounter along the way.

On behalf of the City Team, thank you for the privilege of serving you.

Jon Ruiz  
City Manager

**Contacting the Mayor and City Councilors**

Correspondence may be sent to the City Manager's Office at:  
125 East 8th Avenue, 2nd floor, Public Service Building, Eugene, Oregon 97401.

Email ..... [mayorcouncilandcitymanager@ci.eugene.or.us](mailto:mayorcouncilandcitymanager@ci.eugene.or.us)  
Fax ..... 541-682-5414

General Information and Public Service Officer ..... 541-682-5010

## **The Eugene City Council Welcomes Your Interest!**

This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter is provided. Spanish-language interpretation may also be provided with 48 hours' notice. To arrange for this service, contact the receptionist at 541-682-5010. Most City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

A webcast of the State of the City will also be available at <http://www.eugene-or.gov/webcast> following the event.

For more information, please contact the Council Coordinator at 541-682-5010, or visit us online at [www.eugene-or.gov](http://www.eugene-or.gov).

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